

P 12-1

F.E. Dock
J.H.A.
S. R.
DEC 27 1954

PACIFIC FRUIT EXPRESS COMPANY

December News Letter

San Francisco, December 10, 1954

ALL P.F.E. EMPLOYEES:

		P.F.E. Loadings			S. R.		
		1954			DEC 27 1954		
		PFE Cars	Foreigns	Total	PFE Cars	Foreigns	Total
November		26,955	2,433	29,388	26,458	2,357	28,815
Jan. Nov.		332,543	35,109	367,652	342,472	45,970	388,442

Car Situation

Presently we are well supplied with empties on Contract Lines, especially in Northern California where idle car days will be experienced. This is being offset to some extent by the good work being done in injecting PFE cars into foreign line service in Florida and mid-West regions. A good tide is being directed toward El Paso which is building an adequate backlog of empties in Southwest in advance of peak loading periods to come in January. Heavy loading of frozen foods, nursery stock, and canned goods has reduced supply of large cars to a day to day basis, and this situation will not improve to any extent until delivery of 200 new mechanical supers gets under way about the middle of February.

Crop Conditions - Western Territory

In Oregon Rogue River pear storages hold less than 800 carloads compared with around 1,600 carloads last year. Christmas gift package loading in progress will amount to about 200 shipments through December 15th, after which remaining pears will move over an extended period in accordance with market demands. Potato loading in Klamath Basin is in normal volume.

Northern California: Principal commodities now moving are citrus fruits from Porterville (where there is a large crop of good quality fruit) and miscellaneous winter vegetables from Salinas which are moving in fair volume to Christmas markets. Frozen foods and canned goods are moving in normal volume.

Southern District: Lettuce loading from Yuma and Imperial Valley is getting under way earlier than last year and shipments will increase steadily through December. Salt River Valley lettuce harvest has reached its peak. Vegetable movement off West Coast of Mexico has started and will increase gradually through the month. Loadings in Colton-Los Angeles areas are seasonally light, consisting of citrus fruits and miscellaneous vegetables, with bulk of latter commodities concentrated in Guadalupe District.

T&NO: Crops in Rio Grande Valley have benefitted from ideal weather

THE UNION SQUARE TRUST CO. OF CALIF.

WILLIAM B. BROWN

RECEIVED DECEMBER 10 1951

RECEIVED JUNE 1967

October 1944

2001			2002		
Factor	2001-2002	2000-2001	Factor	2001-2002	2000-2001
418.82	126.5	521.45	337.92	301.5	370.45
418.086	919.34	914.547	334.733	201.36	342.586

1917-18-19

Recently we are well supplied with supplies on Contract as usual, especially in Northern California where idle car days will be expected. This is being offset to some extent by the good work being done in refueling the cars into foreign line service in Florida and Midwest regions. A good tide is being directed toward El Paso which is utilizing an adequate backlog of supplies in Southwest in advance of peak loading periods to come in January. Heavy loading of motor loads, especially steel, and canned goods has reduced supply of heavy cars to a day or two basis, and this situation will not improve to any extent until delivery of 200 new mechanical trucks gets under way about the middle of February.

1941-1942 - 1943-1944

Battle is in normal volume.
Market is responsive with market demands. Potato loading in Hawaii
between 17th, after which remaining pears will move over an extended
loading in progress will amount to about 200 shipments through
early May ending 1,400 cartons last year. Christmas gift package
in heavy boxes given past shippers held less than 600 cartons com-

Western California. Principal commodities now moving are citrus fruits and alfalfa and wheat. There is a large supply of good quality fruit and alfalfa and wheat available from California which are moving in fair volume to Chinese markets. Frozen foods and canned goods are moving in small volume.

California District: Lettuce loading from Yuma and Imperial Valley is being shipped out faster than last year and shipments will increase considerably through December. Salt River Valley Lettuce harvest has reached its peak. Vegetable movement off West Coast of Mexico has started and will increase gradually through the month. Loadings in California Angeles areas are seasonally light, consisting of citrus fruits and miscellaneous vegetables, with bulk of latter commodities concentrated in Southern District.

TABLE: *Grand in His Grands Valley have benefited from ideal weather

conditions. There is a wide variety of vegetables grown in this area with present movement consisting of lettuce, tomatoes, cucumbers, broccoli, carrots, peppers, egg plant, radishes and cabbage.

Crop Conditions Along Union Pacific:

Idaho The potato harvest is completed with stocks under cover and movement is now under way. The onion market slumped somewhat late in November but has improved in the last few days and onions are moving in good volume.

Northwestern District Shipping is normal for this season of the year, consisting principally of pears, apples, frozen foods and canned goods.

Eastern District Potatoes are moving slowly from Nebraska and Wyoming with little indication of improvement this month. Movement of potatoes from Colorado is practically nil and the few that are moving are going in trucks.

Outlines of our Cincinnati and Cleveland operations are attached.

With a philosophy engendered by 66 years of association with his fellow men, John Shea of our A.A.R. Bureau in San Francisco set forth his thoughts in the Berkeley Daily Gazette just a year ago on "The Meaning of Christmas". Because of the fine understanding of the Christmas Season and man's need thereof expressed in that article, we are reproducing it for this issue of the News Letter.

The spirit of fellowship has again prompted John to expression of his sentiments on the occasion of the coming New Year. We are privileged to quote the following paragraphs, for which we hereby extend our thanks and sincere appreciation to him:

"As we pause to think of the old year and jubilantly welcome the new we cannot but wax serious in our thoughts and desires and hopes. We may even have regrets for what might have been, aspirations for what may be, but we all alike have new-born determination and high resolve to cross the hurdles in 1955 without lagging and without indifference, so that we may find the New Year's ending a very fruitful and blissful one. But years must not be a stumbling block to youth or age, rather they must be stepping stones toward our loftiest ambitions, for each succeeding year should find each and every one of us closer to God, nearer to perfection and better equipped to face life's buffets with confidence in our endeavor, and victory the reward of doing our level best.

"And so too, in our personal and home associations. What a power for good lies in the good example set by fathers and mothers, the persevering unbroken bonds of filial love and home affections. The happiness of the home is a pledge of security to the nation and prosperity of the people. He that does his best, therefore, to cause love to reign at the fireside and fraternal feeling to the community acts the part not only of a Christian but a patriot, and deserves well of his country and his fellowmen."

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"As we pause to think of the old year and jubilantly welcome the new we cannot but wax serious in our thoughts and desires and hopes. We may even have regrets for what might have been, aspirations for what may be, but we all alike have new-born determination and high resolve to cross the hurdles in 1935 without lagging and without indifference, so that we may find the New Year's evening a very fruitful and blissful one. But years must not be a stumbling block to youth or age, rather they must be stepping stones toward our loftiest ambitions, for each succeeding year should find each and every one of us closer to the goal of perfection and better equipped to face life's battles with confidence in our endeavor and victory the reward of doing our level best.

And so too, in our personal and home associations, what a power for good lies in the good example set by fathers and mothers, the preserving unbroken bonds of filial love and home affections. The happiness of the home is a pledge of security to the nation and prosperity of the people. He that goes to bed, therefore, to cannot love to reign at the bedside and find a feeling so the community acts the part not only of a Christian but a patriot and deserves well of his country and his fellowmen."

THE MEANING OF CHRISTMAS

By J. F. SHEA

For 51 weeks of the year we lead a life more or less prescribed by the environment of home, factory, shop or office. Our thoughts are concentrated upon the requirements of our family, ourselves and our job.

It is a natural way of living, but it is a very narrow one. We live solely in the sphere of our own interests. Let us allow that we try to direct our actions by sound principles, that we try to live honestly, that we try to be just in our dealings with our neighbors, that we try to be charitable in thought as well as in action, let us allow all that -- it is still a very little world in which we move and have our being.

Then comes the one golden week in the 52 in which we break free from the shackles of environment; then comes the one week in which we discard those spectacles colored by selfish interests and look out upon the world with the unprejudiced eyes of the young.

Christmas week.

What does Christmas mean to you and me? It means charity and brotherly love. It means that at least once a year we are reminded that when God the Son took on our human nature we all became brethren in the Fatherhood of God. It means that we are all reminded that we have a common beginning and a common end.

The belief in the brotherhood of man is the basis of democracy. That belief is today sustaining a major challenge -- the challenge of communism. Too many foolish people think that communism is purely a system of economics. Communism, of course, is a philosophic system, a way of living, and the kernel of its teaching is that man is matter, that he has no soul. If a man has no soul then he can of himself possess no rights, no more than can the beast. The demands of his society are paramount.

Communism, by denying that man has any inherent rights, degrades him, reduces him to the status of a slave.

In all too many countries Christmas is celebrated in accordance with a tradition, the significance of which is not properly appreciated. It is a time of good-will and good cheer. Let it be so. It is better that at least once a year men should -- even if they are not quite sure why -- feel kindly disposed towards each other than that their hearts should never be so moved.

Men whose hearts can be moved can be men of good will. Peace was promised to men of good will. It can never be achieved by men whose hearts have been frozen by the teachings of materialistic philosophy.

Conditions prevailing in the world today are like unto those prevailing at the time of Christ's birth. There is dire need for

THE MEANING OF CHRISTMAS

By J. T. S. B. S.

The 25th week of the year was a life more or less pre-occupied by the excitement of home, factory, shop or office. Our thoughts are concentrated upon the requirements of our family, our selves and our job.

It is a natural way of living, but it is a very narrow one. We live solely in the sphere of our own interests. Let us allow that we try to direct our actions by sound principles, that we try to live honestly, that we try to be just in our dealings with our neighbors, that we try to be charitable in thought as well as in action, let us allow all that--it is still a very little world in which we move and have our being.

Then comes the one golden week in the 25th in which we break free from the shackles of environment; then comes the one week in which we stand those spectacles colored by selfish interests and look out upon the world with the unprejudiced eyes of the young.

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Men whose hearts can be moved can be moved towards good-will. Peace was promised to men of good will. It can never be achieved by men whose hearts have been frozen by the teachings of materialistic philosophy.

Conditions prevailing in the world today are like unto those prevailing at the time of Christ's birth. There is dire need for

THE MEANING OF CHRISTMAS

each and every one of us to look aloft to the Christmas Star, and to listen within our souls to the song of the Angels -- "Peace on Earth to men of good will."

Christmas is still for all humanity a day of Heaven's blessing. Kings and dictators come and go but the Feast of Christmas abides. No other holiday or festival compares with Christmas. The nativity of Jesus stands alone of its kind; it is the most stupendous event ever heralded or recorded by man. No other event -- let the world last one hundred million years -- shall ever be like it. It signified the power and the goodness of God. It was the dawn of a new era of joy and holiness of the earth.

In spite of time's grim vicissitudes there is forever found a spiritual peace in Christmas carols and hymns of praise that convey not the so-called ultra modern sentiment, but rather the wholesome and effulgent feeling that is born in our very souls, which transcends all earth's sighs and sadness.

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CINCINNATI

Cincinnati territory, under the jurisdiction of Agent J. F. Cleary, includes southern Ohio, northern Kentucky, and West Virginia.

The principal cities served are Cincinnati, Dayton, Columbus, Zanesville, Springfield, and Bellefontaine in Ohio; Louisville, Lexington, Ashland, and Harlin in Kentucky; and Charleston, Huntington, Bluefield and Princeton in West Virginia.

Cincinnati is served by the B&O, Southern, L&N, C&O, NYC, PRR, N&W, and Erie. The Fruit Auction is located on the Southern Railway and is open to all lines. Auctions are held on Monday, Wednesday, and Friday, and the only commodities sold at Auction are citrus and deciduous fruits, with a few cars of grapes; other commodities are unloaded from team track or private sidings.

The principal lines handling perishables into Cincinnati are the B&O, NYC, Southern, L&N, and PRR. The B&O, NYC, L&N, and Southern have their own team tracks. Perishables arriving via PRR and N&W are handled on L&N team track. Those arriving Erie unload on B&O team track. Cars arriving C&O are placed on their own team track; however, their location is not desirable for perishables because of the distance from the perishable district.

Because of the three auctions per week in Cincinnati, receivers within a radius of 175 miles patronize this auction; by doing so they are given the opportunity of securing mixed truck-loads of perishables, both from the South and West. With the exception of a few truck-loads from Texas, rail lines handle all the perishables from PFE growing territories. Perishables from the South are loaded about 90 per cent rail and ten per cent truck. There is always a generous supply of perishables from the South on hand, as Cincinnati is used as a diverting point on this business.

Dayton, Ohio

Served by B&O, PRR, Erie and NYC. Carload shipments into Dayton are limited because receivers secure most of their produce in Cincinnati, trucking it into Dayton. Their operation is to come to Cincinnati for the auction and load two or three trucks of mixed commodities. The preferred lines on carload perishables into Dayton are the B&O and NYC.

Louisville, Kentucky

Served by the B&O, L&N, Southern, IC, NYC, C&O, PRR, and CIL. Perishables from our owning lines are confined practically one hundred per cent to L&N and Southern. The L&N, IC, and NYC have their own perishable team tracks. Cars arriving via Southern, B&O, and CIL are handled on IC team track. Cars arriving C&O are handled on NYC team track. The PRR have no perishable team track facilities; any perishable arriving via that line is placed on a regular team track far removed from the perishable district. Receivers in Louisville are

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Dayton, Ohio

Served by B&O, PRR, Erie and NYC. Carload shipments into Dayton are limited because receivers secure most of their produce in Cincinnati, trucking it into Dayton. This location is because Cincinnati is the auction and load two or three trucks of mixed commodities. The preferred lines on carload perishables into Dayton are the B&O and NYC.

Louisville, Kentucky

Served by the B&O, L&N, Southern, IC, NYC, C&O, PRR and CIL. Perishables from our owning lines are handled principally on our own perishable team tracks. Cars arriving via Southern, B&O, and CIL are handled on IC team track. Cars arriving C&O are handled on NYC team track. The PRR have no perishable team track facilities; any perishables arriving via that line is placed on a regular team track for removal from the perishable district. Receivers in Louisville are

Cincinnati - Cont'd.

Building a new produce terminal located on Southern Railway which will be ready early this fall. All cars moving into Louisville via B&O, Southern, and CIL are handled by the Kentucky Indiana Terminal Railway. Perishables from our owning lines, consisting of about sixty per cent of the arrivals in Louisville, are all handled by rail; of the other forty per cent, about thirty per cent is handled by truck.

Columbus, Ohio

Served by the B&O, NYC, PRR, N&W, and C&O railroads. Ninety-five per cent of our business is handled on the B&O and PRR; the other five per cent is handled by N&W for cold storage plant. Truck arrivals account for about four per cent of the perishable business into Columbus.

Huntington, West Virginia

Served by the C&O and B&O railroads, with the C&O receiving one hundred per cent of the perishable business. About sixty per cent of the total perishable business arriving Huntington arrives by truck. None is trucked from our territories. They have established a large City Market in Huntington which is patronized by receivers within a radius of 150 miles.

Charleston, West Virginia

Served by the C&O, NYC, and B&O railroads, one hundred per cent of our business moving via C&O. Outside of chain store operations in Charleston, very few carloads are unloaded there; most of the receivers secure their produce from Huntington and Cincinnati.

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Our office force consists of Agent, Inspector-Clerk and Clerk. All carriers and team tracks are checked twice weekly for unloads and movement of empties. Cities outside of Cincinnati are similarly checked once a month.

All receivers in Cincinnati are given passing by phone. Receivers outside are given mail report at concentration points and phone or wire passings enroute.

Last year we handled 1,825 diversions.

Unloads in Cincinnati from all points for the year 1953 were 16,496 carloads. No estimate on truck arrivals available.

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Building a new produce terminal located on Southern Railway which will be ready early this year. This will move into Louisville via B&O, Southern, and C&P are handled by the Kentucky Eastern Terminal Railway. Perishables from other lines, consisting of about sixty per cent of the arrivals in Louisville, are all handled by rail; of the other forty per cent, about thirty per cent is handled by truck.

Columbus, Ohio

Served by the B&O, NYC, PRR, M&W, and G&O railroads. Ninety-five per cent of our business is handled on the B&O and PRR; the other five per cent is handled by M&W for cold storage plants. Truck arrivals account for about four per cent of the perishable business into Columbus.

Huntington, West Virginia

Served by the G&O and B&O railroads. With the G&O receiving one hundred per cent of the perishable business. About sixty per cent of the total perishable business arriving Huntington arrives by truck. None is trucked from our territories. They have established a large City Market in Huntington which is patronized by receivers within a radius of 150 miles.

Charleston, West Virginia

Served by the G&O, NYC, and B&O railroads. One hundred per cent of our business moving via G&O. Outside of cold storage operations in Charleston, very few carloads are unloaded there; most of the receivers secure their produce from Huntington and Cincinnati.

Our office force consists of Agent, Inspector, Clerk and Clerk. All carrier and team trucks are checked twice weekly for unloads and movements attempted. Cities outside of Cincinnati are similarly checked once a month. All receivers in Cincinnati are given passing by phone. Receivers outside are given mail report at concentration points and phone or wire passing attempted. Last year we handled 1,825 diversions. Unloads in Cincinnati from all points for the year 1952 were 15,495 carloads. No estimate on truck arrivals available.

CLEVELAND PRODUCE MARKET

J. S. Klir, District Agent

A new era in the Produce and Commission Industry in the City of Cleveland began when on June 1, 1929, more than seventy-five food dealers moved from ramshackled stores in the Woodland-Central Avenue-Broadway District to the new Northern Ohio Food Terminal buildings.

Centrally located in the downtown Cleveland Commercial District, the Northern Ohio Food Terminal is considered a city in itself. It is a unit-type market, consisting of four buildings containing a total of ninety produce units, which are presently occupied by eighty-five firms.

In the spacious Terminal area is Cleveland's largest and most modern cold storage plant, known as Federal Cold Storage; also in the area immediately surrounding it, are modern mercantile warehouses, supplying storage and distribution facilities for staple goods of the allied food lines. These include warehouses of the major chain stores.

The Auction is located in the Terminal area and is considered one of the finest in the country, having an acoustically treated sales auditorium, which is the scene of three auctions each week, and a display room accommodating one hundred and ten carloads.

Adjoining the Terminal property is a Growers Market with one hundred and twenty-five stands occupied by the leading fruit and vegetable growers of the Metropolitan area. Developed as a wholesale market only, it provides facilities for the ready movement of produce from Grower directly to buyers. The great variety of food products handled by the combined Markets attracts buyers throughout Northern Ohio, Western Pennsylvania, and as far southeast as West Virginia.

More than six million dollars were invested by the Van Sweringen controlled Nickel Plate Railroad to develop and promote the Food Terminal in conjunction with the Produce Trade. The Nickel Plate Railroad has under lease to the Terminal Company for a period of ninety-nine years, at an annual rental of \$117,310.00, two to two and one-half miles of team track and hold yard facilities. Easy access to every car is provided in the team track yard, which has a capacity of three hundred and eighty-five cars. Immediately adjacent to the team track yard is the extensive hold track which augments their delivery facilities and has a six hundred car capacity.

The Cleveland office of the Pacific Fruit Express Company is under the supervision of Mr. J. S. Klir, District Agent. It was opened in 1922 and moved from the Woodland-Central Avenue-Broadway District May 12, 1931, just two years after opening of the Terminal. Being located in the heart of this Wholesale Produce District has helped to create a more personalized relationship with the members of the Produce Trade.

Passings

With the advent of TWX service in the Cleveland office in

CLEVELAND PRODUCE MARKET

M. S. Kirtz, District Agent

A new era in the produce and transportation industry in the City of Cleveland began when on June 1, 1929, more than seventy-five food dealers moved from makeshift stores in the old and Central Avenue-Broadway district to the new Northern Ohio Food Terminal buildings.

Centrally located in the downtown Cleveland Commercial District, the Northern Ohio Food Terminal is considered a city in itself. It is a multi-story market, consisting of four buildings containing a total of ninety produce units, which are presently occupied by eighty-five firms.

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The Auction is located in the Terminal area and is considered one of the largest in the country, having an auctioneer's stand, and a display room accommodating one hundred and ten stalls.

Adjoining the Terminal property is a Growers Market with one hundred and twenty-five stands occupied by the leading fruit and vegetable growers of the Metropolitan area. Developed as a wholesale market only, it provides facilities for the ready movement of produce from Growers directly to buyers. The great variety of food products handled by the combined Markets attracts buyers throughout Northern Ohio, Western Pennsylvania, and as far southeast as West Virginia.

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Passages

With the advent of TWK service in the Cleveland office in

Cleveland Produce Market - Cont'd.

1945, more expeditious passing service was offered the Produce Trade. All passings are promptly disseminated by messenger to the local Trade, and the out-of-town receivers are notified by mail, TWX, and telephone.

Diversions

All diversions handled by this office are forwarded by TWX to our Chicago office for protection, except those shipments which are east of Chicago or St. Louis which are handled directly with the carriers. In the year of 1952, 1,040 diversions were accomplished, and 1,050 in 1953.

Frozen Foods

Large volumes of frozen foods are unloaded in the Cleveland territory at the various cold storage plants, and a careful watch is maintained to assure proper forwarding and expeditious return of our super equipment.

Car Service

Loading of PFE equipment by large industrial firms which are located within the Cleveland jurisdiction makes it necessary to maintain a constant check to prevent any misuse or excessive detention. A check of all carriers is made currently to determine if any delays are occurring in their empty westbound movements. The Cleveland territory covers all of Northern Ohio, exclusive of Canton and Youngstown and including Erie, Pennsylvania. Personal contact as well as passing and diversion services are accorded receivers in Erie, Toledo, Akron, Lima, Mansfield, Lorain, Massillon, and Defiance, Ohio.

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Cleveland Frozen Foods - Cont'd.

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Frozen Foods

Large volumes of frozen foods are unloaded in the Cleveland territory at the various cold storage plants, and a careful watch is maintained to assure proper forwarding and expeditious return of our super equipment.

Car Service

Loading of the equipment by large industrial firms which are located within the Cleveland jurisdiction makes it necessary to maintain a constant check to prevent any minor or excessive detention. A check of all carriers is made currently to determine if any delays are occurring in their equipment movements. The Cleveland territory covers all of Northern Ohio, exclusive of Canton and Youngstown and including Erie, Pennsylvania. Personal contact as well as passing and diversion services are rendered regularly in Erie, Toledo, Akron, Lima, Mansfield, Lorain, Massillon, and Delaware, Ohio.

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